



Redesigned Selector Increased Satisfaction of Healthcare Drivers

FLEET PROFILE

Fleet Size **900**
Industry **Healthcare**

Vehicle Type **SUV**

OPPORTUNITY

An Inflated Vehicle Selector Prevented Accurate Budgeting

A drug maker improves patient health and treatment outcomes by providing affordable products to patients worldwide. Together with Wheels, they sought to apply those principles to its fleet of SUVs and minivans.

Target: the vehicle selector, which featured five tiers and 68 choices. Since the client couldn't predict what vehicle a driver would order, it was difficult to create an accurate budget.

STRATEGY

Limit Quantity, Inject Quality, Add Safety Features

Pared back the selector to just two tiers of still very desirable vehicles. Larger SUVs were removed over a period of three years and the minivan in 2019. Sales reps could order 7-passenger SUVs, but with limited interior options.

Since nearly half the fleet's collisions occurred during personal use, the personal use charge raised to a level still below industry norms. The funds outfitted the new vehicles with safety equipment, like automatic braking and blind-spot detection.

RESULTS+

6/7

Drivers Check Top Boxes in Satisfaction Survey

Fleet expenses and fleet office tasks are eased. Employees are driving safer, better-maintained vehicles.

In patients' homes and now in employees' vehicles, the healthcare company's smart management achieved excellent outcomes for all.